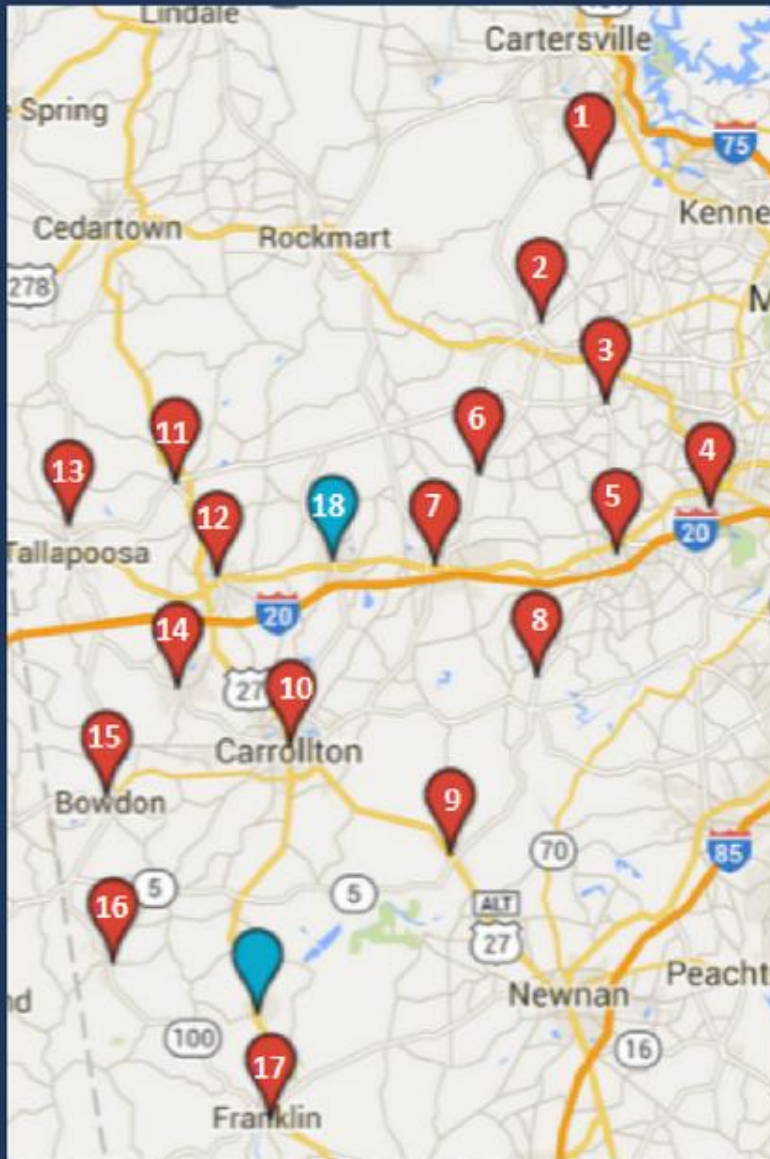


# MAXIMIZING OUTREACH WITHOUT MAXING OUT



NO-TO-LOW COST WAYS OF GETTING  
YOUR LIBRARY'S MESSAGE OUT THERE



# WEST GEORGIA REGIONAL LIBRARY

475,000 population

5 counties

18 branches

Urban, rural, and suburban

West of Atlanta to the Alabama state  
line

Marketing Coordinator since August  
2014. First person in this job.



# BRENAU UNIVERSITY

3,500 students

5 campuses and online

Baccalaureate, Masters, Doctorate

Median age 29 undergrad, 33 grad

Interlibrary Loan and Reserves

Specialist (official role) and Library

Marketing and Communications

Specialist (unofficial role)

# MARKETING STRATEGY: PICK YOUR AUDIENCE

Libraries are for everyone; your marketing isn't

Analyze your market

Pick a segment to focus on

Determine shared value

## **SAVES MONEY BY:**

Focusing your resources tightly for greater effect



# MARKETING STRATEGY: PICK YOUR ANGLE

Our need: hit each demographic

Pick one key concept (i.e. your brand)

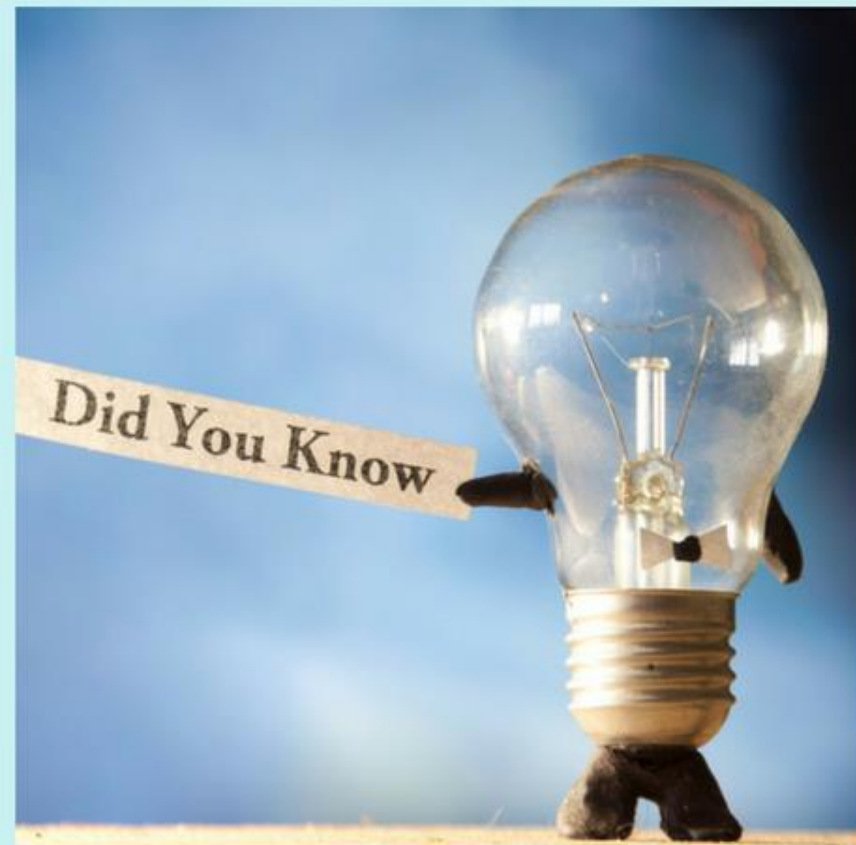
Analyze mission statement and talk to key leaders

Before marketing and while marketing ask if your product meets your "angle"

## MAXIMIZE: YOUR TIME AND RESOURCES ON WHAT COUNTS



# THE WHOLE PACKAGE: STANDARDIZE



Most important marketing person?

Your front line staff

What is your customer cycle?

# THE WHOLE PACKAGE: STANDARDIZE



Make marketing easy to learn and use.

Standardize announcement packets:

- Handout
- Poster
- Social Media Shares
- Talking Points

# THAT FEELING WHEN...



...you'd like me to effectively market our library services with little to no budget or additional staff.

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# PIGGYBACK

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Market your library as an integrated and indispensable member of the university community by promoting university events held within your library and showcasing partnerships outside of the library.

**MAXIMIZE: PEOPLE POWER**

**MINIMIZE: BUDGET IMPACT**



# IN THE LIBRARY

- Displays and LibGuides in conjunction with university events
- Participate and photograph events held in the library
- Use your student-employees as library ambassadors



# UNIVERSITY PARTNERSHIPS

- Seek for "non-traditional" staff services to offer
- Take the library outside of the library
- Participate in fun and scholarship in the greater university community



# BUY IT ONCE, SAVE FOR YEARS

Banner printer: HP Designjet T120

Approximate setup cost: \$1,000

Approximate cost per foot of printing in-house: \$0.75

Approximate cost per foot of professionally printed: \$4



# BUY IT ONCE, SAVE FOR YEARS

Padding press: [https://www.amazon.com/Martin-Yale-Padding-Press-PREJ1811/dp/B000N2SAYI/ref=sr\\_1\\_1?ie=UTF8&qid=1470943524&sr=8-1&keywords=padding+press](https://www.amazon.com/Martin-Yale-Padding-Press-PREJ1811/dp/B000N2SAYI/ref=sr_1_1?ie=UTF8&qid=1470943524&sr=8-1&keywords=padding+press)

Approximate setup cost: \$200



# BUY IT ONCE, SAVE FOR YEARS

Other ideas:

Button maker

A good paper cutter

Banner stands

Outreach Kit

Personalized stamps

# BUILD UP OVER TIME

# PARTNERSHIPS THAT WORK

Don't partner just to partner. A clear goal is a must.

Figure out what you need and see if there is someone who would be willing to provide it

Partner with local university communications departments, ad agencies, or other design or marketing-oriented individuals.

Use your natural brand ambassadors.



# JOIN THE ZEITGEIST



**Dog**

"Tippacano and Terriers Too"

## Cat v Dog Election Results In

The polls have closed and the votes have been tallied. The result: Dog wins with 60% of the vote. In his acceptance speech, the dog representative

## Pokemon Library Challenge!

You are challenged by a Librarian to earn every badge in our Pokemon Library Challenge! You can earn two badges a day, so stop in often!



**Boulder Badge:** Tell a Librarian about your favorite book!



**Cascade Badge:** When you're travelling, you may need to know another language. Ask a Librarian about how you can learn a new language through the library anywhere to get this badge!



**Thunder Badge:** Make an origami Pokemon! Take it with you or display it at the library.



**Rainbow Badge:** Check out a book about travel or collecting items. Show your checkout receipt to the Librarian to get your badge!



**Soul Badge:** Quiz time! What number is on the side of nonfiction science books? Tell the Librarian to get your badge.



**Marsh Badge:** Catch a Pokemon in the library, either by drawing one or taking a picture in Pokemon Go!



**Volcano Badge:** Find a book about animals (fiction or nonfiction) and check it out. Show your checkout receipt to the Librarian to get your badge.



**Earth Badge:** Find where Mew is hiding. Look where adults can find information about North American history. Mew will give you a code phrase. Say that phrase to the Librarian, and earn your badge!

**Obtain all 8 badges and be entered to win a prize!**

**DON'T RESEARCH IN  
ALDERAAN PLACES,  
VISIT [LIBGUIDES.BRENAU.EDU](http://LIBGUIDES.BRENAU.EDU)**



# SOCIAL MEDIA- UNIVERSITY TIPS

Follow university lead and employ best practices

Tablet for posting

Don't stretch yourself too thin

Remember that social media is a conversation. Share, follow, like, and participate.

LibAnswers v.2 has social media scheduling, but HootSuite or Buffer works too.

# SOCIAL MEDIA - SCHEDULING

Schedule posts in advance. Devote a set amount of time for this each week.

Social media management software:  
Hootsuite

Managing multiple pages

Set content days/times can help save time

- Magazine Monday
- Reader's Advisory Thursdays
- Staff Pick Saturday



# LEARN MORE ABOUT MARKETING FOR FREE

Georgia Public Libraries: Lynda.com

Facebook group: Library Marketing and Outreach

## MAKE THE MOST OF YOUR MONEY

Library Marketing and Communications  
Conference

Georgia COMO Conference



# GETTING MARKETING RESOURCES FOR LOWER COST

Check for educational/nonprofit pricing

E-mail and ask if they have discounts before buying

Never checkout without searching for a coupon

Free sources for images:  
Creative Commons Search  
Pixabay  
MorgueFile  
Death to Stock Photo  
Unsplash  
The Noun Project



**FREE: THERE'S NO SUCH THING**



**DON'T FORGET:  
YOUR TIME HAS VALUE!**

# CONTACT US

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## ANY QUESTIONS?